The San Francisco Tavern Guild Foundation
and the Empress de San Francisco Jessie
Presents

TWENTIETH CENTURY FANTASY CORONATION '81

Saturday, February 7, 1981
California Hall, 625 Polk St.
7:00 p.m. Sharp

No Host Bar
Entertainment–Dancing
Prizes–Surprises

M.C.'s: HIM Bob Ross VII (A.N.) and HIM Maxine VIII

Not responsible for lost or stolen articles.

The Ruling Arm

THE
EMPRESS de SAN FRANCISCO

Tessie

Your Most Imperial Majesties, Honored Guests, Men and Women:

Greetings, and welcome to the City by the Bay and Coronation '81!

As my year as Empress comes to a close, I would like to thank Empress XIV Ginger and the Coronation Committee for their hard and endless efforts to make this Coronation a memorable one. I would also like to thank the people on the Court of Love and Roses for your belief in me and your help during the year. There have been ups and downs; however, we always managed to survive.

To the community of San Francisco, you will always be in my heart. To my Emperors, Chuck and Bobby, thank you for the fun and help. To the candidates, Bubbles and Phyllis, and their committees, I am very proud of the way your campaigns were run; and whoever becomes the next Empress has my undying support.

In my travels all over the United States, Canada and Mexico I have met so many beautiful people, and they will always have my special friendship and love. I thank them for their support.

To the members of the Privy Council and the Imperial Family my heartfelt thanks for your support and help. A special thank you to my Crown Princess Imperiale Big "D," words cannot express my thanks for your timeless giving to me this past year.

In closing I would like to say I may not have been the best Empress nor the worst; I tried bringing the community together with love and devotion.

Love Will Always Be in the Air,

TESSIE

Tessie, Empress de San Francisco

For 10 Percent discount bring this Flyer to

Foxy Lady Boutique

Hair Styling Salon

1319 Stockton St.

Phone 982-8840

(near Broadway), San Francisco, California

SALE★BRATION

FOXY LADY CLOTHING BOUTIQUE AND HAIR STYLING SALON

Fashions that will bring disco styles, hats, purses and clothes from Funky to clim'ax New Leaf, New York and Los Angeles lines.

also

Spike heels, low heels, outrageous high styles from sizes 3-12; also elegant, sexy, subtle, outrageous costumes and boas in the langerie department for each one's personality.

Also enter the world of Mr. Ron's Hairstyling Salon.
Sit under the umbrella table, have a drink, name your poison and listen to sounds while you shop.

Validated parking at North Beach Garage, 735-736 Vallejo Street
(between Stockton & Powell Streets, around the corner of the shop)

OFFICE OF THE MAYOR
SAN FRANCISCO

DIANNE FEINSTEIN

Greetings

On behalf of the people of the City and County of San Francisco, I am pleased to extend our warmest greetings and best wishes to all of those attending the Coronation '81 Ball, which will be held in our City on Saturday, February 7, 1981, in our beautiful California Hall.

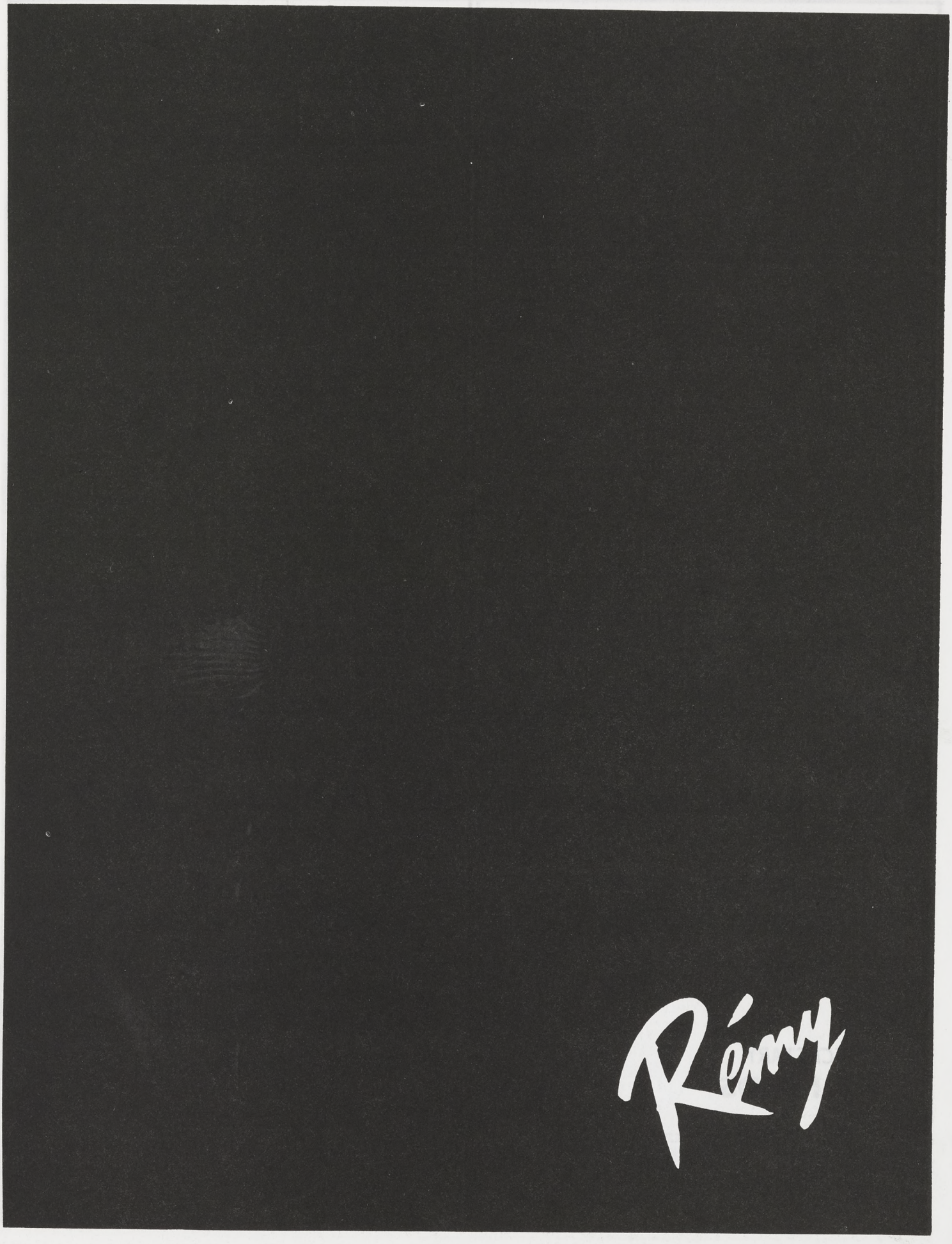
San Francisco is one of the most unique, and wonderful cities in the world, a cornucopia of cultures that is rich beyond measure in diversity and which thrives on variety.

As Mayor of San Francisco, I am honored to welcome you and to have you as a guest in our very special city. Please have a wonderful visit.

Dianne Feinstein
Mayor

Miss Greta
regrets . . .
She's unable to run
this year . . .

Congratulations
#16


Rémy

WELCOME
TO OUR ANNUAL
CORONATION CEREMONY

We are proud to present an event that was originated in San Francisco and has become a tradition.

The Tavern Guild of San Francisco created the very first Empress in these United States and there are now Empresses and Emperors in practically every locality in the West Coast. We are pleased to welcome you and your courts to our sixteenth Coronation Ball and Ceremony.

Through the display of energy, spirit, talent and creativity you share with us we are helping to build a bond of understanding and respect.

We hope you enjoy yourself. We are glad you are here.

George Banda

George Banda

THE SAN FRANCISCO TAVERN GUILD

The sponsor of the 1981 Coronation Ball is the San Francisco Tavern Guild.

The Tavern Guild was organized for (1) the open discussion of problems and solutions inherent in the use and sale of alcoholic beverages, (2) reaffirming of the human rights and dignity of all people and (3) effective change in laws concerning private relationships among consenting adults.

The Tavern Guild has grown during the years and is comprised of bar owners, bartenders, restaurant owners, cooks, waiters, waitresses and other people in related business enterprises.

The Tavern Guild Foundation is the educational arm of the Tavern Guild. Its purpose is the promotion of physical, mental and emotional help to the people of the gay community.

The Tavern Guild has given continued support to organizations and constantly works towards making the gay community aware of its responsibilities to the larger community.

SAN FRANCISCO TAVERN GUILD

PRESIDENT
GEORGE BANDA

VICE PRESIDENT

SECRETARY
B. HINDS

TREASURER
G. GRASS

BOARD OF DIRECTORS
CHRIS GRANGER
DARRYL GLIED
BOB ROSS
MARK FRIEZE
RUSS GLENN

EMPRESS TESSIE,
It was lots of fun . . .

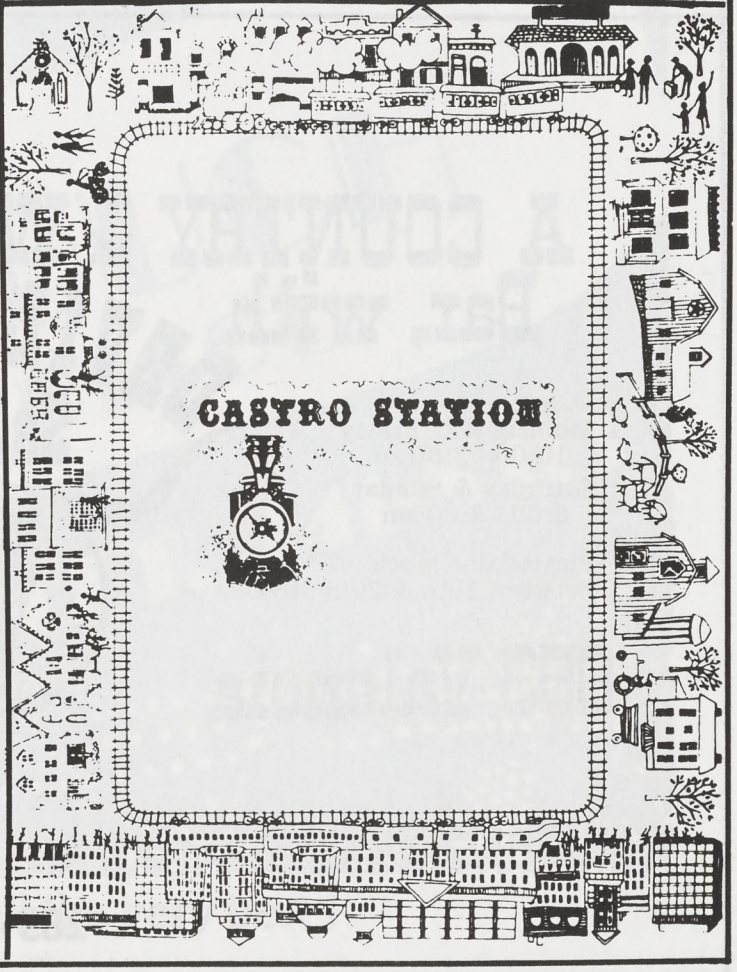
We love you!

Your Imperial Princess GLADYS BUMPS
Your Imperial Prince KEITH

THE
OBELISK
489 Castro Street • San Francisco, California 94114

[DIXON]

IMPERIAL CROWN PRINCE



googie's
on geary

688 Geary at Leavenworth 673-5994

A COUNTRY & WESTERN DANCE Bar, with DEVIL'S HERD Saloon live bands

Open:
Monday thru Friday
10:00 - 2:00 am
Saturday & Sunday
6:00 - 2:00 am

located one block off Mission, between 19th & 20th Streets.

Live Bands Every Night:

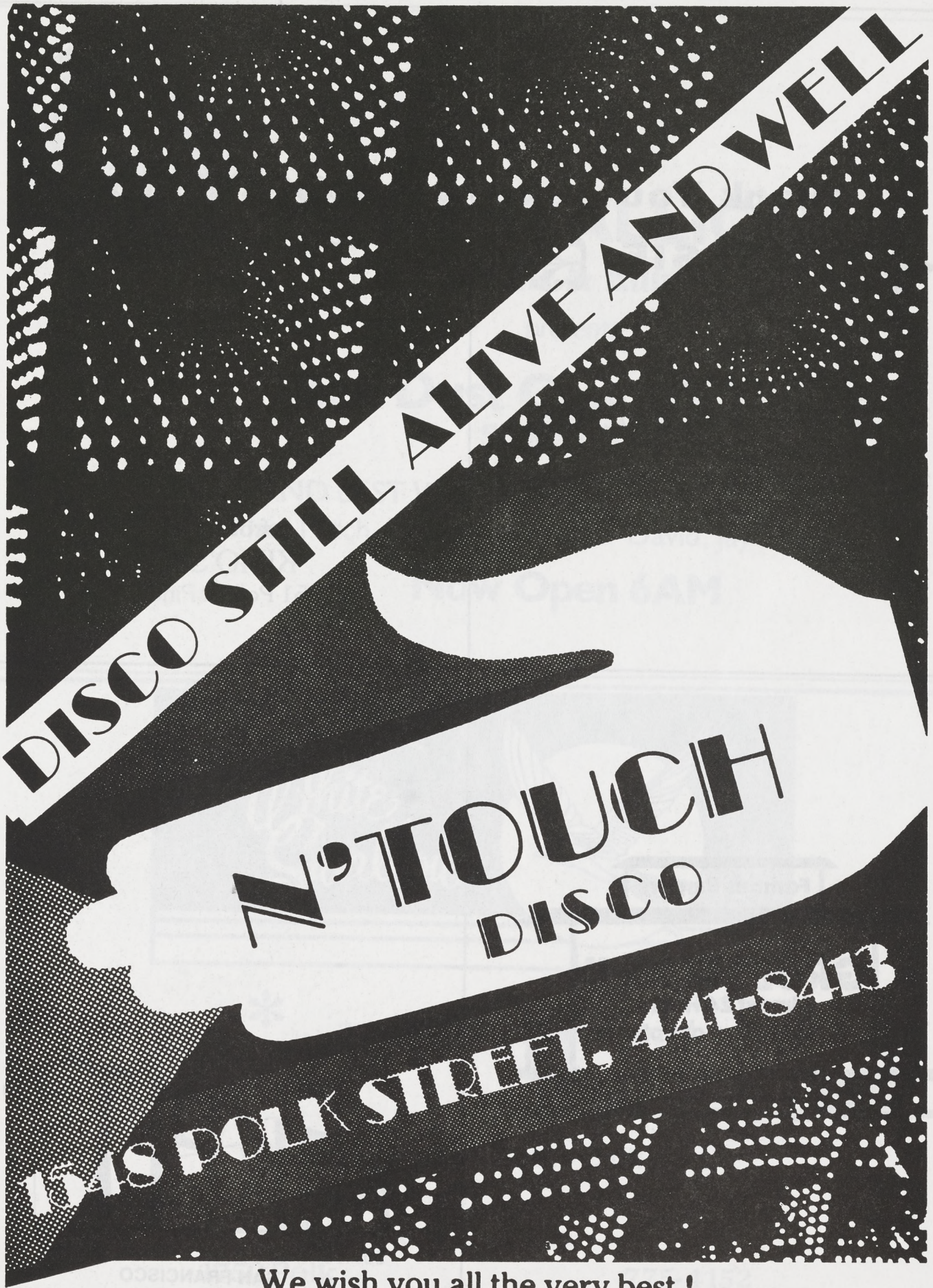
WESTERN ELECTRIC every Fri., Sat., and Sun.

BLACK BART BAND on Mon., & Tues.

COOKIE & THE STETSONS Wed., & Thurs.

853 Valencia San Francisco

285-7911



We wish you all the very best !

Thank You
TESSIE

Teddy Bear
TEDDY ~~BEAR~~, MR. ~~COWBOY~~ OF CALIFORNIA

Dusty
DUSTY, MISS ~~COWGIRL~~ OF CALIFORNIA

GOOD LUCK
Pushy Phyllis
and
Bubbles

from
KIMO'S
1351 Polk at Pine

Famous Burgers
GRUBSTAKE II
Almost 24 Hours
1525 Pine at Polk
673-8268

THE KOKPIT
301 TURK ST. 775-3260
SAN FRANCISCO

THE STALLION

Polk & Ellis

presents

Red Dust Country Band

Sunday 4 - 8

LOVE AND BEST WISHES IN '81

Mae, Mitch, Tommy Lee, John-David, Jay May

Now Open 6AM

. . an intimate place to drink.

Open daily 10:00 a.m. - 2:00 a.m.

Russ and Jim

1750 Polk 775-4152

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BAR
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A French Bistro

1600 Folsom at 12th Street

Lunch & Dinner
Piano Entertainment

Late Supper
Friday & Saturday

Close to Opera House
and Theaters

Ample Parking

Reservations, 626-2723

Thank you, Tessie
for all your help and support.

Best of luck to Empress XVI!

Love from
The Board of Directors and
The Little Bear and
Crescent Moon Court of
Casa de San Jose of
Santa Clara County, Inc.

TEDDY BEAR

1981

Congratulations

TEGGIE

WE LOVE YOU!

THEIR IMPERIAL MAJESTIES
EMPEROR II CHUCK AND EMPRESS II LADY CARLA

of the Imperial Court of the Second Emperor and Empress of the Alameda County Imperial Empire, Monarchs of the

COURT OF PEACE AND FREEDOM

What can we say... but,
Thank you!
Randy-Alan

Jam Graphics

- Typesetting
- Composition & Layout
- Calligraphy
- Creative Designing
- Business Cards
- Letterheads & Envelopes
- Newsletters
- Brochures
- Custom Business Forms

5745 Peladeau St.
Emeryville, CA 94608
(415) 652-2840

CONGRATULATIONS

XV AND XVI

BIG D

To

H.I.M. Tessie,

thank you from the bottom of my heart!

XXXXXXX

The Imperial Scribe
Philip

Thanks for a job well done!

Baroness of the Seven Hills
Eugenia Victoria von Dieckoff

Waddle Over To See Us For The Finest In Beer & Wine

Imported & Domestic

Wholesale & Retail

Grand Duke V Fred Townson mgr.

CIVIC CENTER
CASH & CARRY BEER AND WINE

745 Polk Street (at Ellis)
San Francisco, Ca 94109

673-4777

Greetings and Congratulations

from the

CRANKSHAFT
SANTA ROSA

5079 S. SANTA ROSA AVE. 95401
707-585-2151

GO PUSHY

with

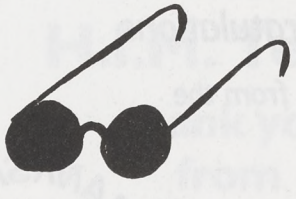
Sister Bruce

Win, Lose or Draw....

LET'S ALL PUSH TOGETHER FOR LOVE AND UNITY. AND HELP BUILD A GAY COMMUNITY CENTER.

I WILL CERTAINLY HELP EVERY WAY POSSIBLE.

Love Phyllis



&

SHY

WISHES GOOD LUCK TO EMPRESS XVI

PRIVY COUNCIL
DE SAN FRANCISCO

Empress III Shirley
Empress IV Reba
Empress VII Jonni
Empress VIII Maxine
Empress IX Frieda
Empress XIV Ginger
Czarina de Miracle Mile Lorelei
Czarina de Turk Street Sweet Lips
Baron I of San Francisco Horst Eichner
Dauphine II de San Francisco Melvina
Baron of the Golden Gate Rich Carle
Lord High Executioner Clarence Nora
Imperial Great Lady de San Francisco Herman Nieve

Good Luck
to the candidates
from the active members of
The Privy Council de San Francisco

Ginger, Empress XIV de San Francisco
Chairperson, Privy Council and Coronation '81

Bob Ross, Emperor VII (A.N.) of San Francisco

Maxine, Empress VIII de San Francisco

MC's - Coronation '81

THE GALLEON
BAR AND RESTAURANT

718 FOURTEENTH STREET
At Church & Market Streets
Phone: 431-0253

BRUNCHES
Saturday 10 A.M. to 4 P.M.
Sunday & Holidays 10 A.M. to 5 P.M.

Enjoy Brunch on our Heated Outdoor Patio

(or inside, if you wish)

DINNERS: MONDAY THRU SUNDAY
5:30 TO 11 P.M.

DINNER SPECIAL $5.95 INCLUDING SOUP AND SALAD
Served Sunday thru Thursday (in addition to our regular menu)

BAR HOURS
Daily 10 A.M. to 2 A.M. Cocktail Hour
Monday thru Friday 3 to 7 P.M.
Well 1.00 Beer .80

Come enjoy our heated, flood lit Patio & Gazebo Garden.

For a complete breakfast . . . luncheon or brunch; an afternoon on the patio sipping wine . . . or an evening in the garden . . .

Castro Gardens
RESTAURANT

Open Monday thru Saturday 10 A.M. to 11 P.M. (10 P.M. on Sundays). Serving Brunch and Lunch every day.

558 CASTRO STREET
(Between 18th & 19th)
PHONE 621-2566

Dinners served nightly from 5:00 P.M. from our regular menu . . . PLUS A DAILY SPECIAL!

San Francisco Tavern Guild Foundation

presents

THE CANDIDATES

FOR

EMPRESS XVI

BUBBLES

PHYLLIS

CLIP & USE

BULLDOG is HOT !!

132 TURK ST.
S.F.CA. 94102
(415)775-5511

The Largest Bath in the USA

BULLDOG BATHS
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415-775-5511

I.D. REQUIRED

COUPON

TWO BUCK F --- NIGHT
MONDAYS 4 PM - 12 PM

LOCKERS $2.00 ROOMS $4.00

EXPIRES 2 • 26 • 81

NO MEMBERSHIP REQUIRED

CARNIVAL CLUB
177 Eddy
775-8553

DANCING

Bartenders - Ron, Vince, Chris

CONGRATULATIONS
EMPRESS XVI

FEBES

ELEVENTH AND FOLSOM
SAN FRANCISCO

Re-opening February 14

The Railway Express Cabaret

A CABARET & BAR

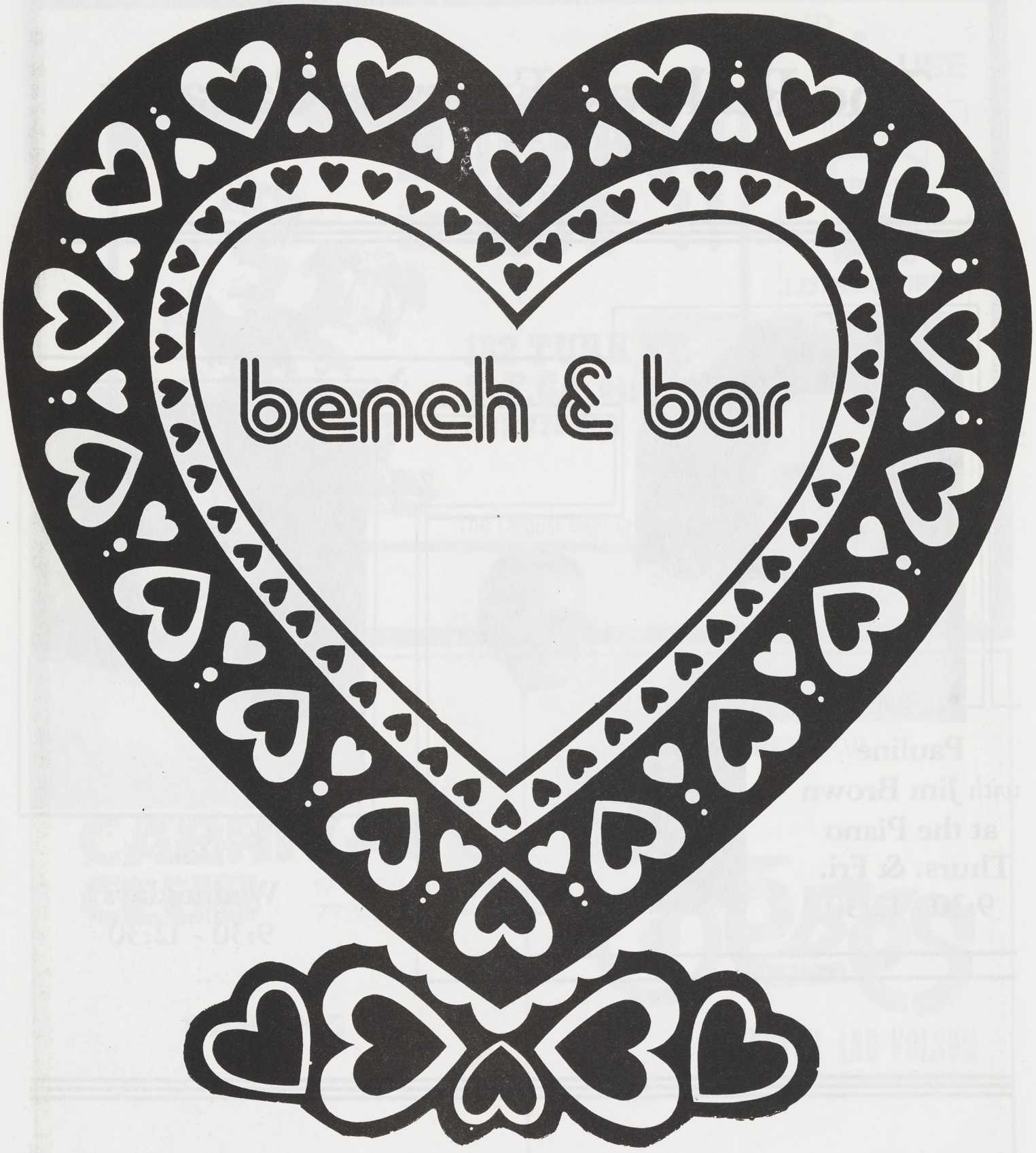
presents

Pauline
with **Jim Brown**
at the Piano
Thurs. & Fri.
9:30 - 12:30

Dola
Wednesdays
9:30 - 12:30

771-5885
No Cover

147 Taylor Street



120-11th ST. OAKLAND

444-2266

"BUBBLES"
THANKS YOU ALL

Phyllis

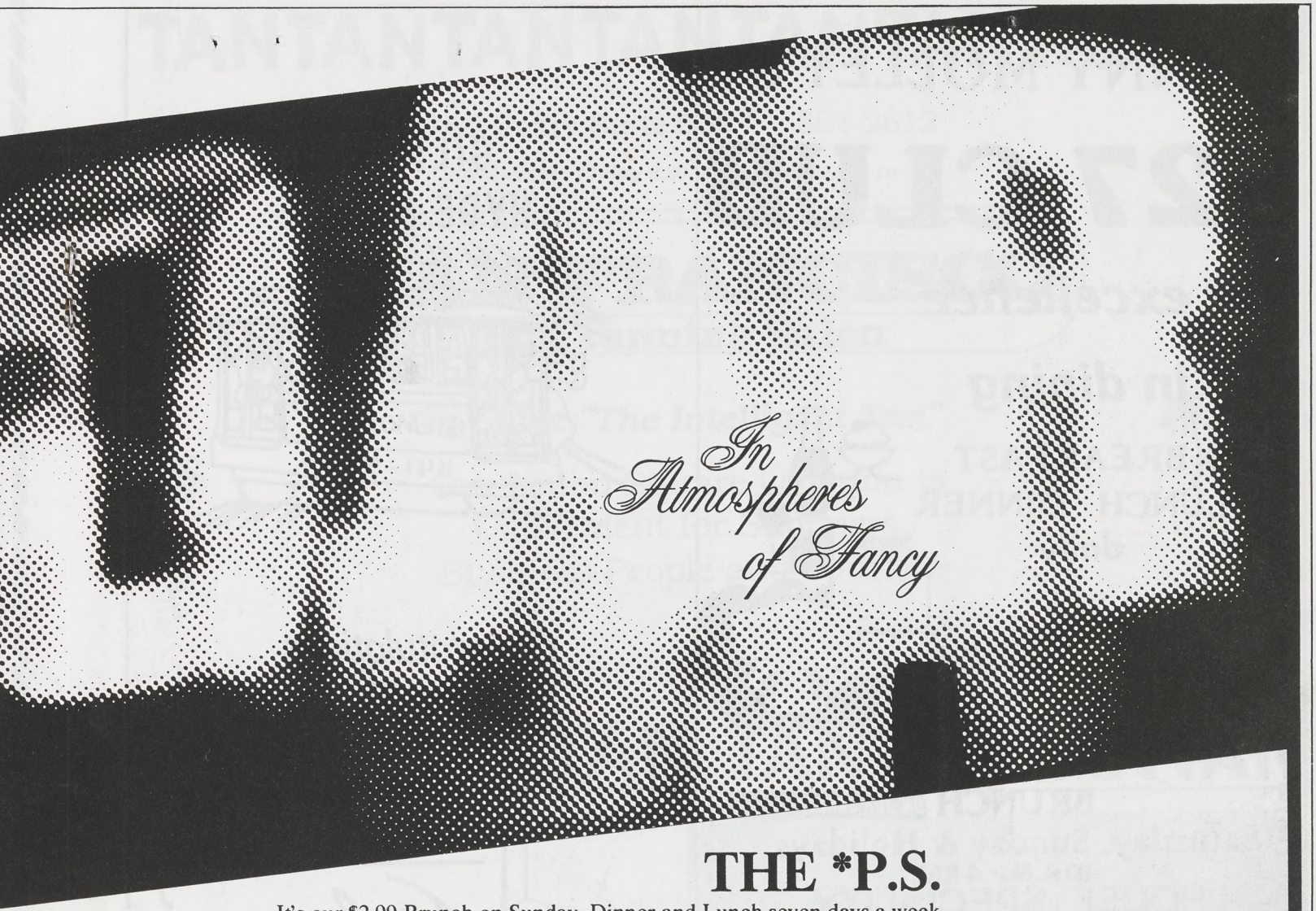
Thanks all of you who helped and support-ed me during my campaign.

CORONATION '81

Twentieth Century Fantasy

6:30p.m.	Doors Open
7:00p.m.	Introduction of the Master and Mistress of Ceremonies
7:05p.m.	Entrance of Their Imperial Majesties, The Emperor and Empress of San Francisco, Bobby Pace and Tessie
7:10p.m.	Introduction of the Imperial Shamrock Court of the Emperor
7:15p.m.	Introduction of the Imperial Court of Love and Roses of the Empress
7:20p.m.	In-Town Introductions
7:50p.m.	*INTERMISSION - Dancing*
8:15p.m.	Entrance of Their Imperial Majesties
8:20p.m.	Introduction of Visiting Courts
9:50p.m.	Entertainment
10:10p.m.	*INTERMISSION - Dancing*
10:30p.m.	Entrance of Their Imperial Majesties
10:35p.m.	Presentation of Empress Candidate Bubbles
10:40p.m.	Presentation of Empress Candidate Phyllis
10:45p.m.	Introduction of Inactive Members of the Privy Council Introduction of the Imperial Family of San Francisco
11:05p.m.	Special Proclamations
11:15p.m.	Coronation Ceremony

AN ADINSANDELL PRODUCTION / CHUCK THAYER ADVERTISING



THE *P.S.

It's our $2.99 Brunch on Sunday, Dinner and Lunch seven days a week
in our newly mirrored glittering dining room.
1121 POLK STREET—441-7798

CASA de CRISTAL

San Francisco's seven day-a-week Fiesta of Fine Dining—Acapulco Style!
Sparkling Atmosphere with Salsa Caliente and our Famous Giant Margaritas!
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THE MINT

San Francisco's long-time favorite for Dinner and Drinks.
It's the Home of the Fabulous $2.98 Sunday Brunch!
1942 MARKET STREET—626-4726

CHURCH STREET STATION

Here's the Nitery that tops them all—seven days a week—around the clock!
Hot Clientele, Great Food and Drinks.
CHURCH AT MARKET—861-1266

reat times in San Francisco's favorite atmospheres of fancy!

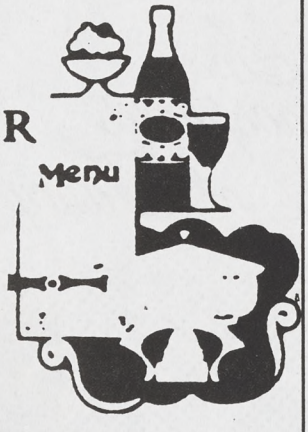
LENNY MOLLET'S

527 CLUB

for excellence

in dining

BREAKFAST
LUNCH DINNER
daily



MEETINGS · BANQUETS ACCOMODATED TO 120

BRUNCH ON OUR GARDEN DECK
Saturday, Sunday & Holidays
10A.M.-4P.M.

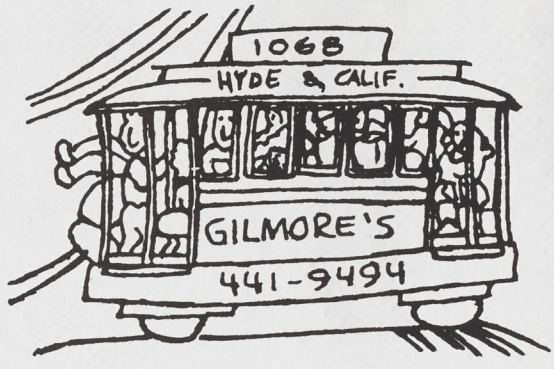
HOUSE SPECIALITY
PRIME RIB
Regular Cut $11.45

495-4527

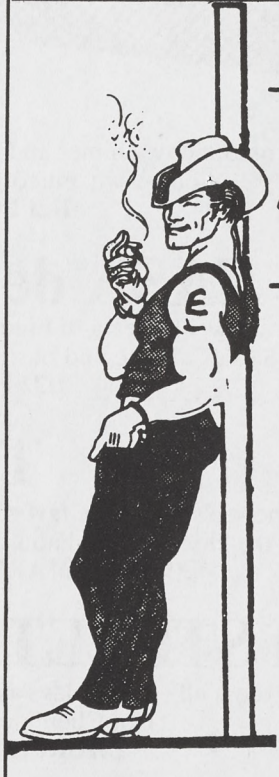
Plus Regular Menu

527 Bryant Street
(between 3rd and 4th Streets)

GILMORE'S
HYDE & CALIF.



Congratulations
Empress Tessie!



Eleanore's
29th & Mission

PINBALLS
2 POOL TABLES
FREE SHUFFLEBOARD
DANCING PERMITTED

HOURS:
Sunday - Thursday
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Friday - Saturday
12:00 noon to 2:00a.m.

3309 Mission Street
647-7744

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166 Geary Suite 509 391-2612

Monday thru Friday 9:30 — 6:30 Saturday 10 — 4

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Sun Tanning Salon

We call it *"The Intelligent Tan"*

Our Union Square Location is
Convenient for Shoppers,
Business People and Tourists

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JOIN THE TAVERN GUILD
IN ITS SUPPORT OF
THE FIRST GAY SAVINGS & LOAN
IN THE UNITED STATES

For information call:

Atlas Savings & Loan
Market at Duboce

1967 Market at Duboce
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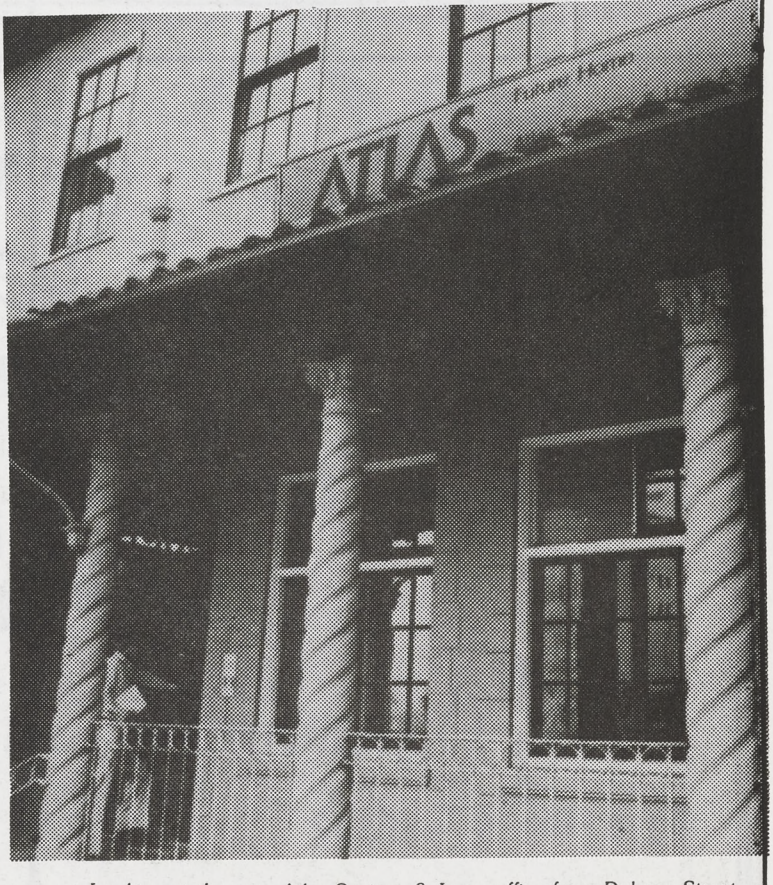

Looking at the new Atlas Savings & Loan office from Duboce Street. Shares are now being offered at $12.50 and new accounts can be opened.

1312 Polk Street
San Francisco
885-1114

THE
BARBARY COASTERS
present

THE 1981 MOTORCYCLE AWARDS

AT
CALIFORNIA HALL
625 POLK STREET
SAN FRANCISCO

SUNDAY, FEB. 15TH, 1981 AT 4P.M.
DOORS OPEN AT 3 P.M.

Tickets: In advance $7.50 At the door $10.00

Motorcycle Security

TICKETS AVAILABLE AT THE ARENA - RAMROD - WATERING HOLE

Congratulations Tessie

Good Luck XVI

Love,

TWO
TURTLES
LOUNGE
741 O'FARRELL
SAN FRANCISCO, CA.
771-5707

New Bell Saloon

WELCOME ALL VISITORS

For

EMPRESS CORONATION 81

OPEN: 6 am DAILY

ATTITUDE ADJUSTMENT: 5 pm – 7 pm

Entertainment WED. Thru SUN. DAVID KELSEY

SUN. "PURE TRASH"

Golden Knight

Coronation Luncheon

And A

"SHOW of STARS"

Sunday Feb. 8th 11 am Till ?

Hostesses: Privy Council de San Francisco
and SPECIAL GUESTS.

LUNCHEON 11 am - 3 pm

SHOW 2 pm - 4 pm

RED EYE

SALOON

335 Jones - 441-3585

A WOMAN'S BAR

200 CAPP STREET

861-9374

POLK GULCH

SALOON

1100 Polk Street
San Francisco, California

NOW YOU CAN

AT 6 A.M.
EVERY DAY

FREE POOL

164 8th STREET (BETWEEN MISSION & HOWARD) PHONE 861-4517

PREVIEWS

WELCOMES OUR NEW
EMPRESS
1981

1028 GEARY ST.
BETWEEN
POLK &
VAN NESS

441-5407

ALVIN'S
BAR
COCKTAILS

392 4131
83 First St. at Mission

Lunch served Mon. thru Fri.
11 a.m. until 2 p.m.
Reservations suggested

Bar opens
6 a.m. Mon. thru Fri.
11 a.m. Sat.
For the fun of it!

WE
HIS IMPERIAL HIGHNESS
THANK OUR AUNT
HER IMPERIAL MAJESTY
TESSIE
FOR A BEAUTIFUL YEAR
AND WOULD LIKE TO
WELCOME OUR AUNT
HER IMPERIAL MAJESTY
EMPRESS XVI DE SAN FRANCISCO

LE BARON PREMIER
DE SAN FRANCISCO
HORST

POOL • DANCING
COCKTAIL LOUNGE

BIG MAMA'S

22615 MISSION BLVD.
HAYWARD, CALIF. 94541
881-9310

Dee Dee Love

at

THE RAM'S HEAD

117 TAYLOR STREET

775-6960

SAN FRANCISCO, CA

10:00 AM - 6:00 PM
Daily

BAY BAGS

549 castro

HEADLINES

1217 polk

Congratulations Empress Tessie

Thanks for a fun year . . .

Imperial Prince and Princess
Joe and Vinnie

Congratulations to our new Empress!

May you reign with as much love and dedication as Tessie gave us.

Grand Duchess Edie

Thank you Tessie
for a fun year . . .

Good luck to the new Empress

MIKE HOPPER
Royal Grand Duke of All California

" Meet that Special Guy!"

Relationship-Oriented
Discreet • Ages 21-60

David the MatchMater©

Personalized Introductions for Gay Men since 1974

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A French Restaurant & Bar

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for reservations call 626-3095

Gingers

EDDY AND MASON STREETS
San Francisco

An inexpensive drinking bar for people with money

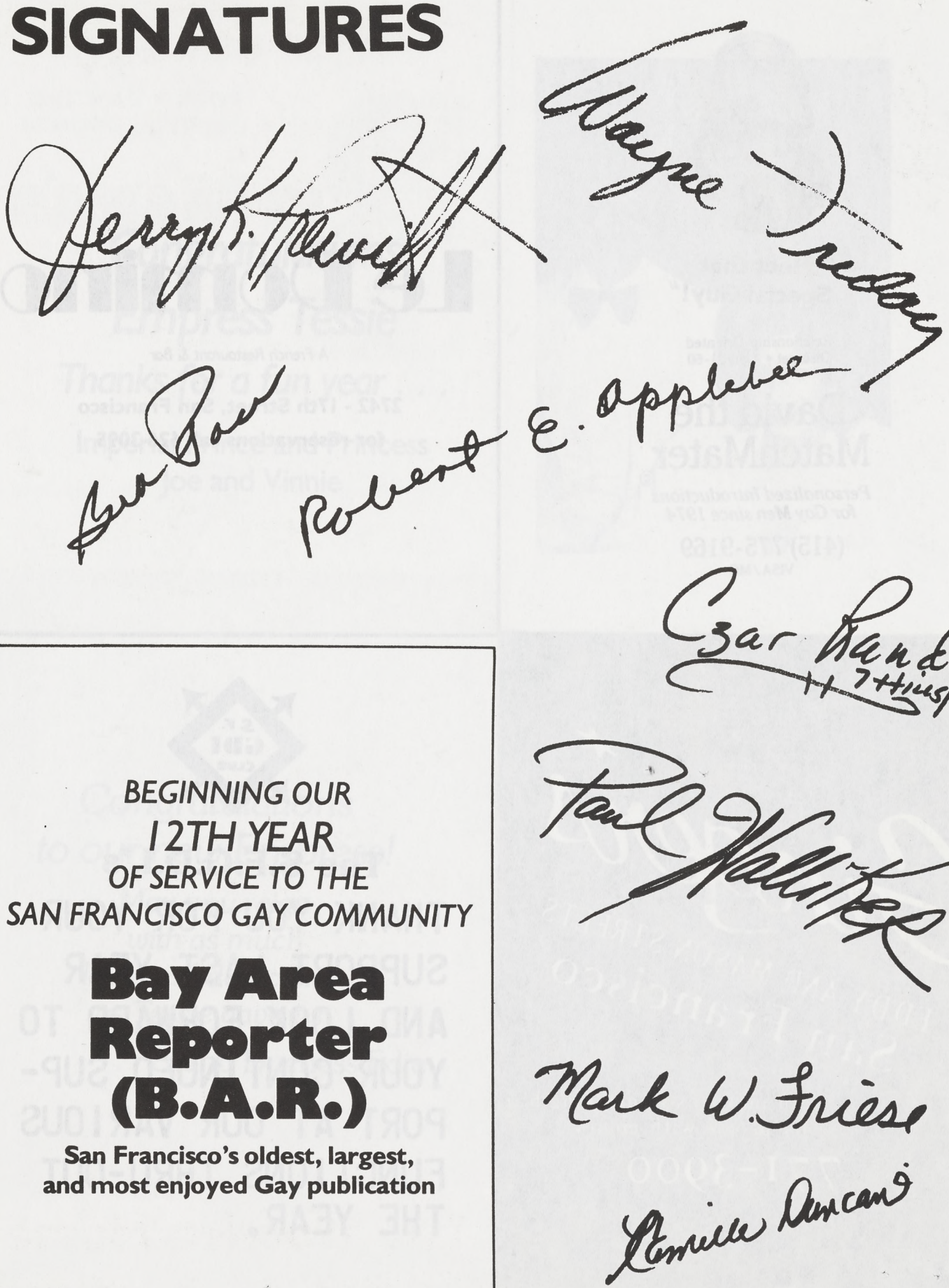
771-3900

S.F. GDI CLUB

The S.F.G.D.I.'s

THANK YOU FOR YOUR SUPPORT LAST YEAR AND LOOK FORWARD TO YOUR CONTINUED SUPPORT AT OUR VARIOUS FUNCTIONS THRU-OUT THE YEAR.

SIGNATURES



BEGINNING OUR
12TH YEAR
OF SERVICE TO THE
SAN FRANCISCO GAY COMMUNITY

Bay Area Reporter (B.A.R.)

San Francisco's oldest, largest, and most enjoyed Gay publication

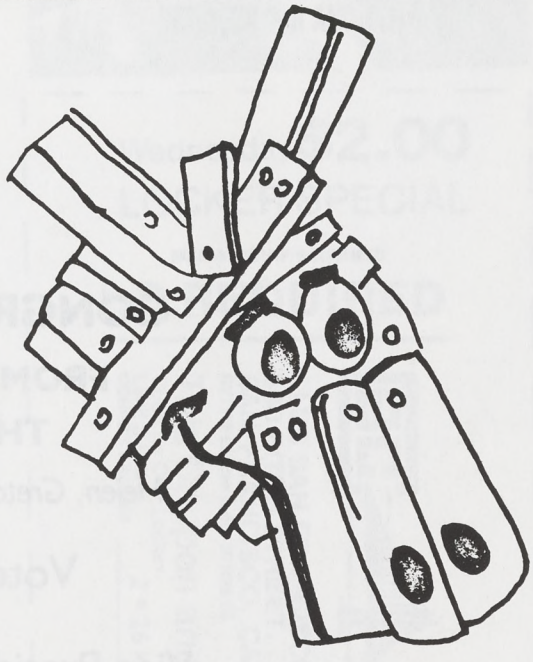
SIGNATURES

Sandra Mollet.
527

Michael
Mac

Crown Princess
Tracee

Luciana Loralei



The Wooden Horse

222 Polk **441-9278**

Best of Luck Bubbles!

from
Neal

SPARKLE WITH BUBBLES

Love,
Nina

CONGRATULATIONS

FROM THE STAFF OF THE HOB NOB

Helen, Greta, Kevin, Sweet Lips, John

Vote for Ed Scott
for
Vice President of Tavern Guild

DANCE ART COMPANY

DANCEWEAR
DANSKIN
THEATRICAL MAKEUP
WIGS– BEARDS
HAWAIIAN SPECIALTIES
BODY STOCKINGS
DANCE ACCESSORIES
BALLET & TAP SHOES
BEADED TRIM
FEATHERS & FEATHER TRIM
TASSELS– CORDS– FRINGE
BROCADES
METALLICS
SHEERS
RHINESTONE TIARAS

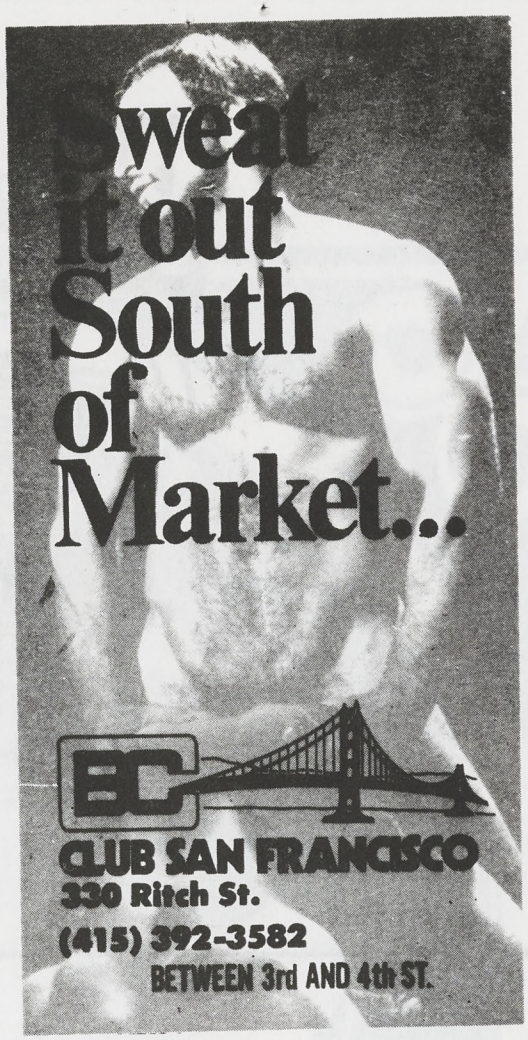
ON THE CABLE CAR LINE, JUST OFF UNION SQUARE

222 POWELL ST.
SAN FRANCISCO 94102
(415) 392-4912

THE WATERING HOLE

6TH AND FOLSOM

OPEN 6AM DAILY



Wednesday $2.00
LOCKER SPECIAL

MEMBERSHIP REQUIRED

I.D.REQUIRED

CLUB SAN FRANCISCO (415) 392-3582
330 RITCH STREET
SAN FRANCISCO, CALIFORNIA 94107
BETWEEN 3rd & 4th STREETS
BUSES 15 - 19 - 30

This Coupon and Two Dollars
Noon till Midnight
Good for One Locker
Limit 8 Hrs.
COUPON EXPIRES 2 • 26 • 81

The Chairperson of this
Coronation Ball
gives a very special thanks
to her consort
Steve Lindsay
for the many hours and days
of dedication and tireless work
in getting this program together

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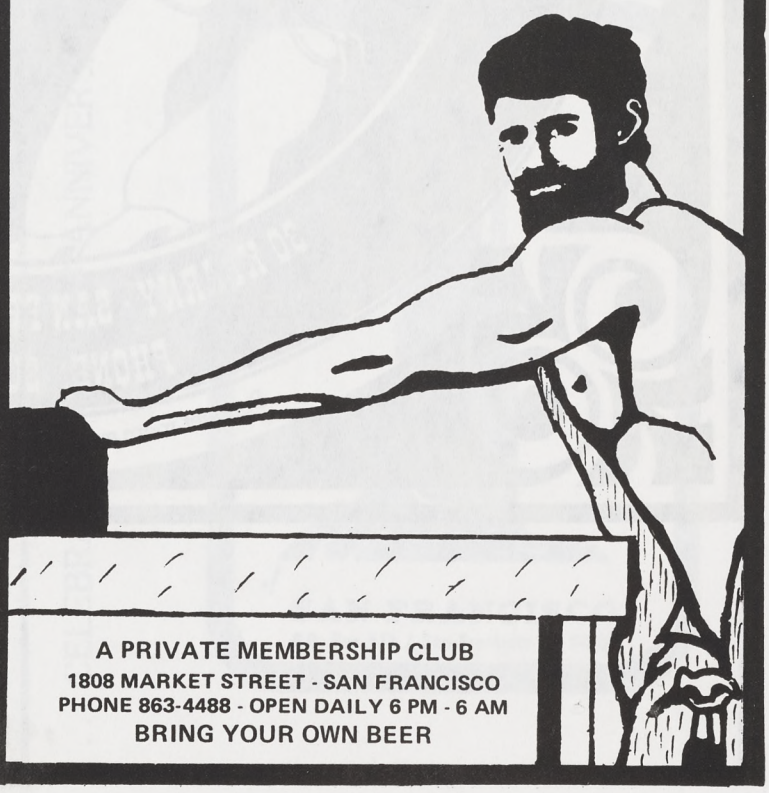

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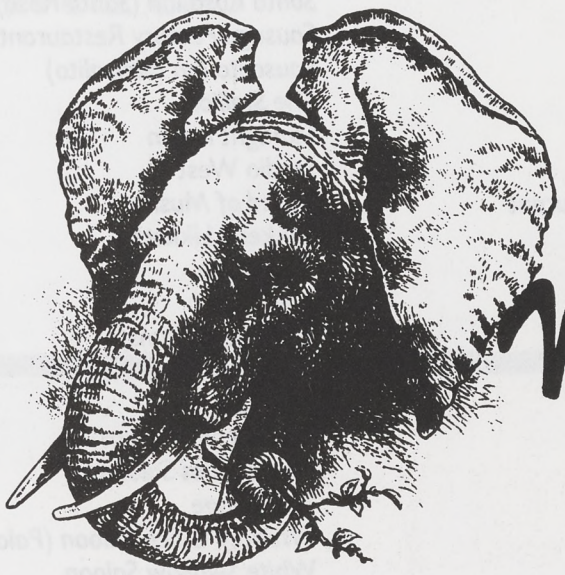
Congratulations, Tessie . . .

Good Luck, Bubbles!



Nina

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The Gangway
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Jug's Liquors
Kimo's
Kito's
Kokpit
Landmark
Le Disque
The Men's Room
The Mint Bar & Restaurant
Mission Possible (Hayward)
New Bell Saloon
N'Touch
Oil Can Harry's Marathon Ballroom
The Palms
The Parking Lot (Sacramento)
Partners
The Patio Cafe
Pendulum
Peg's Place
Peter Pan Saloon
The Pines & Co.
Previews
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The Q.T.
Queen Mary's Pub
Railway Express Saloon
Rainbow Cattle Co.
Ramrod
Ram's Head
Red Eye Saloon
The Road Runner
Rusty Nail (Forestville)
Santa Rosa Inn (Santa Rosa)
Sausage Factory Restaurant
Sausalito Inn (Sausalito)
The Stallion
Starlight Room
Studio West
Sound of Music
Sukker's Likkers
The Trapp
The Trench
Trocadero Transfer
Turf Club (Hayward)
222 Club
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The Village
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The 1981
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Bob Cramer, Chair, The Cable Car Awards

CREDITS

CORONATION '81 CHAIRPERSON:	Ginger, Empress XIV de San Francisco
MASTER OF CEREMONIES:	Bob Ross, Emperor VII (A.N.) of San Francisco
MISTRESS OF CEREMONIES:	Maxine, Empress VIII de San Francisco
SPECIAL ADVISOR:	Steve Lindsay
STAGE MANAGERS:	Steve Lindsay and Alex Buell
FLOOR MANAGER:	Hydie Downard
SETS & DECORATIONS:	Princess Imperial Big "D" - Sister Bruce, Miss Cowgirl 1979 - Pooh Bear, former Queen Mother of Orange County - Wally - Obie - David
MUSIC:	The Record House
MUSIC DIRECTORS:	Jack Nelson and Dick Bumpus
SPECIAL EFFECTS:	Chuck Daniels
LIGHTS:	Wayne Roberts
FLOWERS:	Tenderloin Petals
TICKETS:	Gladys Bumps and Keith - The N'Touch - The New Bell Saloon - The Mint - The Red Eye Saloon - The Hob Nob - The Kokpit
TREASURER:	Greta Grass
CORONATION POSTER:	Rex of The Ruling Arm
PROGRAM:	Bubbles, Ginger and Steve
LAYOUT:	Bay Area Reporter
TYPESETTING:	Tony Perry
PRINTING:	Bay Area Reporter
BAR:	Tavern Guild of San Francisco - Gary McGowan - White Swallow - Czarina Lorelei

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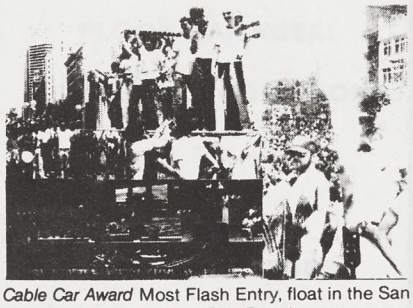
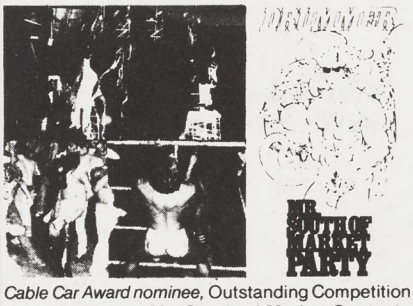
TROCADERO TRANSFER

Cable Car Award nominee Outstanding Disco Theme Party 1980 - **The Black Party.**



Cable Car Award Most Flash Entry, float in the San Francisco Gay Freedom Day Parade.



Cable Car Award nominee, Outstanding Competition Event, **Drummer Mr. South of Market Contest.**

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